

ABSTRACT OF THE DISCLOSURE

SIMPLIFIED METHOD AND SYSTEM FOR E-COMMERCE
OPERABLE IN ON-LINE AND OFF-LINE MODES

5 A simplified method and system for e-commerce,
which is operable in both on-line and off-line modes and in
a manner which provides easy interface between entities
providing products/services to the consuming public. A
user tool is enabled to read identification indicia
10 appearing on or in proximity to products or services and
transmitting such information either wirelessly, or
otherwise, to a central facility which carries out all of
the necessary Internet searching to find information about
the products/services. A consumer does not require to
operate a PC or to have any knowledge concerning how to
use, as by browsing or surfing the Internet, in order to
15 procure information about products/services offered on the
Internet.